

ABSTRACT

The following Abstract will replace all prior versions.

A method is described for the targeting of content presentation to individual users in a communications network including management and reporting, ~~comprising~~ including the steps of receiving from content providers, potential content for presentation to users and presenting to a user content selected from ~~said~~ the potential content based on information known about ~~said~~ the user. Facilities are also provided to receive from users requests for content and other actions related to receipt of ~~said~~ the content such as 'pause' requests, and to record and report the fact that ~~said~~ the content has been presented to ~~said~~ the user.